

Conforming Logos, Symbols and Identities

Approved King County logos



- The King County logo is used for all official county business.
- This logo should appear on all materials produced by, for and with King County
- The vertical or stacked and the horizontal arrangements are the only versions permitted for use

Approved Exempted logos



- The King County Identity Program makes provisions for exempted logos for the following three agencies; Metro Transit Division, Public Health – Seattle & King County, and King County International Airport/Boeing Field.

Approved Enforcement logos



- The King County Identity Program makes provisions for enforcement logos for agencies that provide public and workplace safety and investigative and emergency medical services.

General Symbols used in County business



Alternate Formats Available
206-296-7380 TTY Relay: 711

- Standardized symbols or identities that are universally used and recognized are permitted.

Text Identities (samples)



- The King County Identity Program makes provisions for the creation of unique identities by correctly using type or text only in single-word or phrase form. The King County logo must always accompany this "text Identity" and be in close proximity to it. Please see Section 6.0.0 of the King County Graphic Standards for more information.

Conforming Logos, Symbols and Identities

State, City and Local Governments, Utilities, Non-Profit Agencies,
King County Elected Officials, etc.



- Use of logos representing federal, state, local governments and other official bodies is permitted.
- Proper placement and protocol of the King County logo relative to these other logos must be followed.
- Please see the King County Graphic Standards and Guidelines for more information.

Federal, State and Regional Programs



- Use of logos representing statewide or regional programs or projects in which King County participates is permitted.
- Proper placement and protocol of the King County logo relative to these other logos must be followed.
- Please see the King County Graphic Standards and Guidelines for more information.

Private Sector—Non-profit, Business and Corporate Sponsors and Partners



- Use of logos representing corporations, companies and private organizations that are in partnership or sponsorship with King County is permitted.
- Proper placement and protocol of the King County logo relative to these other logos must be followed.
- Please see the King County Graphic Standards and Guidelines for more information.

King County Non-Conforming Logos, Symbols and Identities



Characteristics

- Represents a separate identity from King County, usually for a project, program or agency
- Is out-of-date or obsolete King County logo
- Is printed in color
- Cannot be considered a Text Identity because of color, use of stylized type or other graphic elements
- Minimizes or completely eliminates the King County brand.

What are Illustrations?...What are Logos?

Graphic Image Types: Drawings, Illustrations, Sketches, Artwork, Picto-grams, Diagrams, Letter-based Art

Art



Logo



Art



Logo



Art



Logo



Art



Logo



Art



Logo



Art

Bright Water

Logo



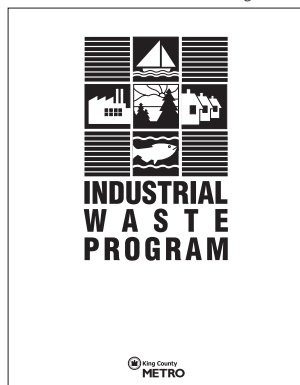
Artwork used as a design element

- Creates interest and reinforces the concept of communication.
- Artwork generally appears at larger scale and in limited places throughout the communication.

Artwork becomes a logo when...

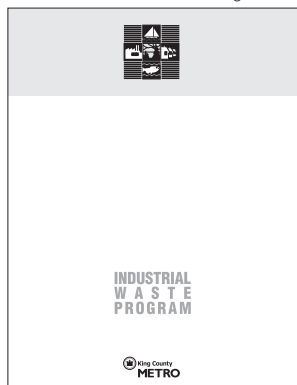
- It is combined with text or type to become the identity of a program.
- It appears (with type) at a smaller scale and repeated throughout the communication.

Artwork used as cover design



OK

Artwork used as cover design



OK

Artwork becomes program identity



Incorrect